



NOVEMBER 2011

### **Idaho Tourism Receives National Awards**

Idaho Tourism received two Mercury Awards at an education conference hosted by the U.S. Travel Association. Marketing and promotion excellence awards were given for "Best Print Advertising" for the [Great Idaho Getaway](#) campaign and for "Best Niche Market" for the [Cruising the Loop](#) media tour.

[Idaho Tourism](#) launched the Great Idaho Getaway campaign to affirm the brand of Adventures in Living with a goal of stimulating travel to and throughout the state. In merging traditional marketing with digital technologies, the Tourism Division invited one Northwest family to experience a true Idaho family vacation, to showcase Idaho's diverse and scenic beauty and outdoor recreation opportunities and to prove our "Adventures in Living" brand. The successful Great Idaho Getaway generated nearly a hundred thousand visits to the campaign website, tens of thousands of contest entries and helped to increase lodging tax revenues.

The creative spark behind the [Cruising the Loop](#) campaign evolved around the simple idea that "girls just want to have fun" while embracing the fact that women are the fastest growing market segment for Harley Davidson. A group of eleven national and international female moto-journalists rode new Harleys through Idaho, Wyoming and Yellowstone National Park and to date have written 13 articles showcasing Idaho.

### **SkiFever Ski & Snowboard Show**

The Idaho Division of Tourism recently attended the SkiFever Ski & Snowboard Show in Seattle, October 28-30. Sun Valley, Schweitzer, Silver Mountain, Brundage and Grand Targhee ski areas were also represented. Ski Idaho was a show sponsor and partnered with Idaho Tourism with a

booth promoting all of the great Idaho ski opportunities and highlighting the Idaho Winter Sweepstakes (see article below). Attendance at the ski show was good and many people entered the sweepstakes from the show floor.

Prior to the opening of the ski show, Idaho Tourism and Ski Idaho hosted a media luncheon for travel journalists who attended to learn about Idaho's winter recreation opportunities. Feedback from the ski areas attending the media event and ski show has been positive, and suggests we repeat the event in Seattle and add the Portland ski show next year.

### **Idaho Winter Sweepstakes**

[Idaho Tourism](#) and [Ski Idaho](#) have launched a winter promotion and want to give everyone a chance to experience the Soul of Skiing. The Idaho Winter Sweepstakes began October 21 and continues through early March, 2012. Prize offers change every Friday and people can enter through email, Facebook and Twitter from [www.idahowinter.org](http://www.idahowinter.org). Do you have friends or family in other states? Spread the word and encourage them to visit the site for complete entry information and offers.

If you'd like to contribute prize items for the winter sweepstakes, please contact Josh Mercaldo at Drake Cooper, [jmercaldo@drakecooper.com](mailto:jmercaldo@drakecooper.com).

### **Guest Bloggers Needed**

Calling all writers and writer wannabes! Do you have a great Idaho story you would like to share? Maybe a getaway to another part of the state? A great food find? Fabulous fall foliage spots? We're looking for guest bloggers for the Idaho tourism blog (<http://www.blog.visitidaho.org/>) which resides on [www.visitidaho.org](http://www.visitidaho.org). Check out the blog for examples of entertaining, educational, personal experiences. Please submit your stories to [Laurie McConnell](#) or contact her with questions. Thank you for helping to tell the *Idaho – Adventures in Living* story!

### **RMI Roundup 2012 Registration is Open!**

If you have an interest in reaching the international market, the Rocky Mountain International (RMI) Roundup should be a marketplace you consider. Roundup is scheduled for April 29-May 1, 2012 in Buffalo, WY. It provides an opportunity for businesses, destinations and attractions to meet face-to-face with targeted tour operators from Europe who specifically want to do business in the RMI region of Idaho, Montana, Wyoming and South Dakota.

The Roundup concept has been extremely well received by both buyers and suppliers. Real business is generated during Roundups -- room nights are booked, packages are included in foreign tour brochures and deals are negotiated. Please visit [www.rmi-realamerica.com](http://www.rmi-realamerica.com) to learn more about Roundup or contact [Nancy Richardson](#) at Idaho Tourism (208.334.2470) with

questions about the international travel market.

### **Two Idaho Resorts Rated Among the 75 Best Golf Resorts by Golf Digest**

A group of 1000 avid golfers traveled the United States and Canada over the last three years, visiting resorts and playing golf. With their ratings compiled, The [Coeur d'Alene Resort](#) ranked #62 with the [Sun Valley Resort](#) coming in at #67. The rankings reflect not only the quality of golf, but also the service and quality of each resort. Congratulations! Read more [here](#).

### **Is Your Business Listed in UpdateIdaho.com?**

Did you know that [www.updateidaho.com](http://www.updateidaho.com) serves up information to multiple state and regional web sites, including the tourism flagship site [www.visitidaho.org](http://www.visitidaho.org)? Do you need volunteers for your event or attraction? Please take a moment to update your listings at [www.updateidaho.com](http://www.updateidaho.com). Lodging properties, attractions, events and organizations offering vacation packages may access the site to add new information or to update existing data. You may also review your listings and make any necessary changes.

And now, [updateidaho.com](http://updateidaho.com) can accommodate culinary activities in Idaho as well! Please add your culinary event and/or packages and check the "Culinary" field option. Please contact [Diane Norton](#), 208.334.2470 with questions about culinary submissions.

### **Don't forget about Idaho Tourism's Media Room**

The Media Room has over 6,000 photos and video clips from around the state, either created by Tourism staff or donated for promotional purposes by lodging properties, attractions and events. Photos and clips from the media room can be used for editorial support and tourism promotional purposes. Registered users may browse the library or search by keyword, region, category or a collection, and then download high resolution versions. Please register to utilize the photo library at [www.visitidaho.org/mediaroom](http://www.visitidaho.org/mediaroom) or contact [Peg Owens](#), 208.334.2470 with questions or to submit photography.

### **The Coeur d'Alene Resort Events Center Now Open**

The [Coeur d'Alene Resort](#) completed a major expansion this summer adding the new [Hagadone Events Center](#) to the resort's list of fabulous amenities. The events center is located on the Coeur d'Alene Resort Golf Course on the shores of Lake Coeur d'Alene.

This 11,000 square foot facility, with its massive sliding glass doors, tall fireplaces, incredible lighting and sound systems and gorgeous landscaping can host just about any special event. An expansive 6,000 square feet of outdoor tiled deck space overlooks the beach, landscaping, lake and gorgeous new swimming pool. The facility has banquet space for 400 people indoors – or up

to 600 people if the exterior decks are used.

## **USA Today Loves Idaho**

At least, it appears it does! Several Idaho towns, attractions and activities have been featured recently in the national publication. Here are a few highlights:

### ***Sandpoint voted Most Beautiful Small Town***

We are thrilled for the town of Sandpoint, which was recently awarded “Most Beautiful Small Town” in the Best of the Road contest sponsored by Rand McNally in collaboration with USA TODAY.

Five teams competed in the contest, traveling to six towns in each of their categories (Most Beautiful, Friendliest, Best for Food, Most Patriotic and Most Fun) for a total of 30 nominees. Daniel and JoAnne Schaub of Cary, NC were the lucky couple who traveled to Sandpoint and were pleasantly surprised by what they found. The “quaint shops, restaurants and landscape” were the top selling points of Sandpoint for the Schaub. Read the entire article [here](#).

### ***Boise River makes list of top 10 “great places for paddling in the city” nationwide***

There are plenty of well-known kayaking rivers throughout our great state, but the Boise River was recently recognized by USA Today as one of the best for kayaking in the city. The greenbelt is also mentioned, along with the great fishing and beautiful scenery of downtown Boise. Read the entire article [here](#).

### ***Great American Outdoors segment featured Idaho***

This summer USA Today compiled several lists of the country’s best in its “Great American Outdoors” segment. Categories were: Great Scenic Drives, Great Places to Hike, and Great Places to see Wildlife. Idaho was well represented with the Payette River Scenic Byway, Tubbs Hill in Coeur d’Alene and Harriman State Park. Read the entire article [here](#).

## **SeaPort Airlines Now Serving Idaho**

SeaPort Airlines ([www.seaportairlines.com](http://www.seaportairlines.com)) is now serving Boise and Idaho Falls from Portland and Pendleton with scheduled flights and charters for as few as five to nine passengers. The new air service provides a link between these two communities for both leisure and business travelers. SeaPort is striving to grow this market and will spend a good deal of time and money with strategic planning and promotions to build awareness of its service. Sales Manager Sig Gustafsson (503-847-1844, [sig@seaportair.com](mailto:sig@seaportair.com)) hopes to work with government and civic groups to promote the airline and the destinations it serves. Feel free to reach out to Mr. Gustafson with your promotional ideas.

## **Sun Valley Resort Takes #5 in SKI Magazine’s Resort Survey**

Readers have pushed [Sun Valley Resort](#) up to fifth position this year, four rankings above last winter's ratings, in the SKI Magazine Resort Guide Reader Survey. The [2012 Resort Guide](#) tagged Sun Valley Resort as, "A grand destination with outstanding skiing. The last special ski resort." Sun Valley was also selected as one of the [top ten resorts for Après/Nightlife](#). Congratulations Sun Valley!

### **Schweitzer Mountain Selected as SKI Magazine's Editors Pick for Best-Kept Secret**

In ranking the resort as a [Best Kept Secret](#), the editors remarked about [Schweitzer's](#) exceptional and roomy skiing, wilderness stretching to the horizon and nearby picture-perfect Sandpoint. Congratulations Schweitzer!

### **Silver Streak Zipline Tours Coming to Wallace, ID**

Plans for development of DeRoos Ranch will include a zipline. Silver Streak Zipline Tours is expected to be completed by May, 2012. For more information call 208-512-3965 or email [david@silverstreakziplinetours.com](mailto:david@silverstreakziplinetours.com).

### **Attract International Customers with the CANUSA Card**

CANUSA Touristik is a German tour company that books visitor stays in Idaho. The CANUSA Bonus Card highlights excursions, attractions, activities, destinations, factory outlets and other businesses that are interested in offering savings to CANUSA guests when the CANUSA Bonus Card is presented at your business. **There is no charge to be included.** (Sorry, hotels and car rental companies cannot participate in this program.) Partners can be added anytime, as this is a constantly updated, online booklet. To see a current list of partners, request a personal code by emailing [bonuscard@canusa.de](mailto:bonuscard@canusa.de). Then, go to [www.canusa.de/bonus-card-partner](http://www.canusa.de/bonus-card-partner) and enter the code you have received. You will be asked for your name and e-mail to continue. After registering you may see the list and take advantage of this free promotional opportunity. Please direct any participation questions to [bonuscard@canusa.de](mailto:bonuscard@canusa.de) or contact Nancy Richardson [nancy.richardson@tourism.idaho.gov](mailto:nancy.richardson@tourism.idaho.gov) at Idaho Tourism for information on Idaho's international marketing efforts.

### **Route of the Hiawatha has Record-Breaking Summer**

The [Route of the Hiawatha](#) set another attendance record in August as riders flocked to the world-renowned bike trail that follows the historic Milwaukee Road rail line in the Bitterroot Mountains of Idaho and Montana. Lookout Pass Ski & Recreation Area, operators of Route of the Hiawatha, reported 12,844 visits in August, a 4.4 percent increase over the same month last year. Momentum continued into September with a record Labor Day weekend crowd of 3,000-plus

riders.

Idaho Department of Commerce,  
Division of Tourism Development  
P.O. Box 83720  
Boise, ID 83720-0093  
1-800-VISIT-ID  
[www.tourism.idaho.gov](http://www.tourism.idaho.gov)  
[visitidaho.org](http://visitidaho.org)  
[blog.visitidaho.org](http://blog.visitidaho.org)  
[info@tourism.idaho.gov](mailto:info@tourism.idaho.gov)



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